

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

WKXW - Trenton, NJ

**Station and Location:**

WKXW-FM & WJTK-FM

**Date:**

10/17/16

I, Thomas Szymanski,

being/on behalf of: Monmouth County Republican Committee, a legally  
qualified candidate of the Republican political

party for the office of: County Sheriff / surrogate / Freeholder

in the County of Monmouth

election to be held on: 11/08/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see email with for details					

**Total Charges:**

See email for details

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Monmouth County Republican Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Ron Gravino

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

11/08/2016      [Signature]  
 Date      Signature  
10/17/2016      [Signature] → Executive Director  
**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
 Signature

ALICE MAE COOMBS  
 Printed Name  
Sales Mgr.

Sales Manager  
 Title

## Bob Achimov

---

**From:** Annie Smith <Annamnicole@outlook.com>  
**Sent:** Monday, October 17, 2016 11:42 AM  
**To:** Bob Achimov  
**Subject:** Up dated budgets for Rep Party  
**Attachments:** MONMOUTH GOP- GOLDEN FLITE 2- ALT MUSIC Scheriff 2016.mp3; MONMOUTH GOP 2016 POSITIVE 10-15 Freeholder.mp3

Hi Bob,

Here is the information for the up dated schedules.

Here is what I need to update the budgets for 94.3 the point and NJ101.5. Attached are the first two spots.

Week 1/ Start date 10-18 to 10-21 (94.3 the Point)  
Same morning drive and afternoon drive.  
Two spots sheriff and freeholder 50-50 rotation.  
\$4,000 gross

Week 2/ 10-25 to 10-31(no weekends) 94.3 the Point  
Same as above- new spots (will update to new spot)  
\$2,000 gross

Week 2/ 10-27-10-31 morning and afternoon drive. NJ101.5  
2X morning 2X afternoon.  
\$6460 gross

Week 3/ 11-1 to 11-7 (include weekend) 94.3 The Point  
will update spots with 2 :60 sec.  
\$3000 gross.

Week 3/ 11-1 to 11-7 (include weekend) NJ101.5  
Will update spots with 2 :60 sec.  
\$10,000 gross

Total Gross \$25,460

Annie Smith  
Princeton Media Solutions  
"Stress Free Marketing"  
[www.princetonmediasolutions.com](http://www.princetonmediasolutions.com)  
Digital On-Line Pre-Roll Specialist



## General Election 2016 Lowest Unit Spot Rates

September 9, 2016 through 6 pm on Election Day November 8, 2016

GROSS RATES. RATES PAID ARE NET AFTER 15% AGENCY COMMISSION IS APPLIED.

L.U.R (pre-emptible w/notice)	Length	Mon – Fri	Sat	Sun	Length	Mon – Fri	Sat	Sun
AM Drive**	60-sec	\$425.00	\$100.00	\$96.00	30-sec	\$206.00	\$70.00	\$60.00
Midday	60-sec	\$230.00	\$100.00	\$60.00	30-sec	\$160.00	\$120.00	\$75.00
PM Drive	60-sec	\$325.00	\$127.00	\$96.00	30-sec	\$230.00	\$125.00	\$125.00
Evening	60-sec	\$75.00	\$47.00	\$29.00	30-sec	\$25.00	\$75.00	\$75.00
Non – Pre-emptible	Length	Mon – Fri	Sat	Sun	Length	Mon – Fri	Sat	Sun
AM Drive**	60-sec	\$450.00	\$141.00	\$147.00	30-sec	\$255.00	\$106.00	\$76.00
Midday	60-sec	\$310.00	\$205.00	\$147.00	30-sec	\$224.00	\$141.00	\$76.00
PM Drive	60-sec	\$335.00	\$147.00	\$194.00	30-sec	\$240.00	\$129.00	\$135.00
Evening	60-sec	\$106.00	\$82.00	\$82.00	30-sec	\$41.00	\$88.00	\$88.00

### Matching Online Radio schedule for 20% of broadcast investment

#### LOWEST UNIT RATES for the November 8, 2016 GENERAL ELECTION DAYPART DEFINITIONS

begin on Nov 8<sup>th</sup> 2016, and apply to legally qualified candidates and their organizations. Rates for political broadcasts by groups, organizations, or persons not authorized by legally qualified candidates are available at rates prevailing at the time of sale.

**Pre-emptible Rates:** probability of clearance varies constantly based on supply and demand.

**Limit:** one spot per hour

Spot placement is subject to availabilities. News, weather and other sponsorships not available. Refer to the WKXW-FM Political Disclosure Statement for additional information. Townsquare Media is not liable for misprints

Other dayparts, length of spot, rotations, and packages available upon request.

#### Required:

- Cash at time of order at least 48 hours in advance.
- Signed authorization from candidate's agency for third party placement of advertising.
- Written contracts for **each order** plus all necessary FCC paperwork (NAB Form PB-18).

#### DAYPART DEFINITIONS

AM Drive: 6 AM – 10 AM

Midday: 10 AM – 3 PM

PM Drive: 3 PM – 7 PM

Evening: 7 PM – 12 midnight